

White 12 pack

Brown 12 pack

White 12 pack

Brown 12 pack

Brown 12 pack

VEGETARIAN FED
White 12 pack

CAGE-FREE

20

2.19

USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/05 thru 04/11. (prices in dollars per carton)

240

10

2.37

1.68

2.47

3.71

2.49

2.65

2.99

3.85

660

230

2,100

2,520

80

320

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	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	<u> </u>	PREVIOUS YEAR				
	Feature Rate	27.	.6% of 23	3,200 stor	es	45	.9% of 23	3,200 sto	es	44	.7% of 22	2,500 stor	es	
		X L	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAR	GE	
		Stores	Avg	Stores	Avg	Stores	Stores Avg		Avg	Stores	Avg	Stores	Avg	
_	USDA GRADE AA													
R	White 12 pack			190	1.70	10	1.80	270	1.29	110	1.29	440	1.10	
E	White 18 pack	30	2.25	1,250	2.38	60	2.29	560	2.00	310	2.67	1,780	1.99	
11	Brown 12 pack							30	1.99					
ĭ	USDA GRADE A													
A	White 12 pack			320	1.15	50	1.41	3,050	1.05	20	1.13	3,020	1.14	
R	White 18 pack			1,040	2.60	30	2.23	1,010	2.03	50	2.37	640	1.96	
	Brown 12 pack													
	USDA ORGANIC													
	White 12 pack													
S	Brown 12 pack	130	3.99	580	4.19			170	3.98	10	2.99	420	4.00	
Р	OMEGA-3													

180

40

130

2.49

2.99

2.99

590

90

2,080

2,920

10

200

2.41

3.56

2.32

2.63

2.99

2.89

1,770

2.45

870 3.08

190 2.45

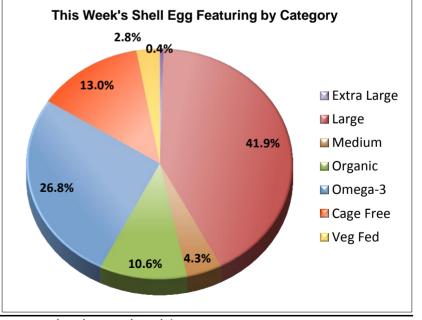
Large White E	ggs - Grade A or b	etter, avg. feature p	orice converted to \$/do	ozen	1.60
1.45 1.37 1.30	1.31	1.52	1.33	1.16	
1.00 Mar 01-07	Mar 08-14	Mar 15-21	Mar 22-28	Mar 29-Apr-04	Apr 05-11

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,830	5,070	6,370	Large Eggs on
Specialty	3,560	6,410	6,590	Apr-01-2013
Total (includes MD)	6,680	11,770	13,290	405.4
Special Rate 4/:	1.2%	8.6%	4.2%	down 11.4%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Supermarket featuring of regular shell eggs is down this week as stores settle into post-holiday promotional patterns. The average price of Large white eggs, Grade A or better, is sharply higher than the previous week, supported by a significant increase in ad prices for 18 pack eggs. The number of retailers offering "no price" specials declines. Ads for Medium cartoned eggs are very visible in circulars, however Extra Large egg features are sporadic. Feature activity on specialty shell eggs drops lower, led by a sharp decrease in promotions for cage-free eggs, even with Omega-3 type egg ads increasing. Egg products are seeing an increase in activity in all regions.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			NORTHE	EAST U.S.			SOU [.]	THE	AST U.S.		MIDWEST U.S.						
		1/	(CT,DE,MA,MD,ME		. ,		, , , ,		C,SC,TN,VA,WV	,	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate 17 Activity Index 47		ture Rate " vity Index "	30.3% of 4,600 Activity Index = 1,53	32.0% of 6, Activity Index =		ampled outlets (includes Med		11.3% of 4,200 sampled outlets Activity Index = 510 (includes Medium)									
CLASS			EXTRA LARGE	LARGE			EXTRA LARGE	.,01	LAR		EXTRA LARGE	_ `	LARGE				
		CLASS	Price Range Stores Avg 3/	Price Range	Stores Av	vg 3/	Price Range Stores Av	g 3/	Price Range	Stores Avg 3/	Price Range Stores Avg 3	/ Price Range	Stores	Avg 3/			
119	SDA	White 12 pack												,			
	ADE	White 18 pack										2.29	10	2.29			
	AA -	Brown 12 pack	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\				\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	1-			\\/h:\+a 40 naa	-					
_		MEDIUM White 12 pack	White 12 pack	1.50	20 ′	1.50	White 12 pa	аск	1.50	10 1.50	White 12 pac	0.99 - 1.39	30	1.19			
U	SDA	White 18 pack		2.29		2.29			1.98 - 2.99	510 2.87		1.98 - 2.69	250	2.19			
	ADE	Brown 12 pack															
	Α	MEDIUM	White 12 pack White 30 pack				White 12 p White 30 p		0.99	10 0.99	White 12 pac White 30 pac		90	0.99			
	USDA	A ORGANIC												,			
s		White 12 pack															
P		Brown 12 pack	3.99 130 3.99	3.79 - 5.98	390 4	4.25						3.99	10	3.99			
E	OME	White 12 pack		2.50 - 2.66	310 2	2 50			2.50	1,150 2.50		1.89 - 2.50	80	2.25			
C		Brown 12 pack		2.30 - 2.00	310 2	2.59			2.30	1,130 2.30		1.09 - 2.30	80	2.23			
1	CAGI	E-FREE															
Ĺ		White 12 pack															
_ T		Brown 12 pack		2.50 - 3.00	470 2	2.85			2.99 - 3.00	140 3.00		2.48 - 2.49	20	2.48			
Y	VEGE	TARIAN FED															
		White 12 pack Brown 12 pack		2.50	120 2	2.50			2.00 - 2.99	50 2.30		2.48	20	2.48			
		BIOWII 12 Pack	SOUTH CF	NTRAL U.S	120 2	2.50	SOUT	THW	EST U.S.	50 2.30	NORT	HWEST U.S.	20	2.40			
			(AR,AZ,CO,KS,LA			I, NV)		(AK,ID,MT,OR,WA,WY)									
	Fea	ture Rate 1/	33.7% of 4,200			ampled outlets		28.1% of 1,200 sampled outlets									
	Acti	vity Index 2/	Activity Index = 1,44	Activity Index =	970	(includes Medi	,	Activity Index =	ium)								
U	SDA	White 12 pack		0.88 - 1.79	90 ′				1.50 - 1.79	100 1.73							
	ADE	White 18 pack		2.00 - 2.29	350 2	2.28	2.25 30 2	2.25	2.25 - 2.69	560 2.49		2.29	330	2.29			
	AA -	Brown 12 pack MEDIUM	White 12 peak				White 12 p	ook	0.00 1.27	60 131	\/\/hito 12 noo						
		White 12 pack	White 12 pack	0.99 - 1.27	190 -	1.15	White 12 pa	ack	0.99 - 1.37 0.99 - 1.00	60 1.31 50 1.00	White 12 pac	1.00	20	1.00			
U	SDA	White 18 pack		1.98 - 2.99		2.59			0.00 1.00	00 1.00		1.00	20	1.00			
	ADE	Brown 12 pack															
	Α	MEDIUM	White 12 pack	2.00	130 2	2 00	White 12 pa				White 12 pac						
\neg	USDA	A ORGANIC	White 30 pack	2.99	130 2	2.99	White 30 p	ack			White 30 pac	K					
	002,	White 12 pack															
S		Brown 12 pack		3.99 - 4.79	100 4	4.12			3.99	70 3.99		3.99	10	3.99			
	OME																
E		White 12 pack	0.40	1.99 - 2.19	210 2	2.04			2.49	20 2.49							
1	CACI	Brown 12 pack E-FREE	2.19 20 2.19					+									
A	CAGI	White 12 pack															
L		Brown 12 pack		2.99 - 3.99	160	3.48			2.99 - 3.99	80 3.88							
	VEGE	TARIAN FED															
		White 12 pack															
		Brown 12 pack															

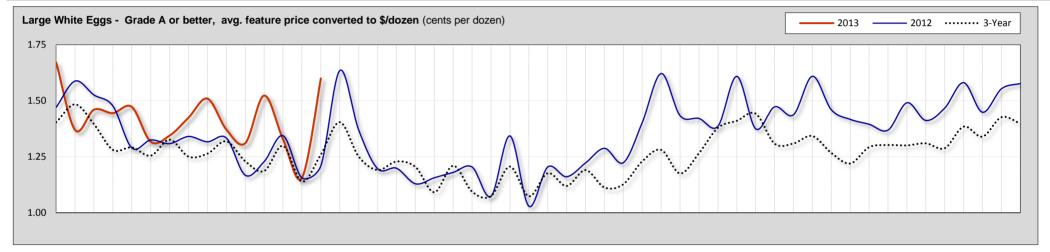
USDA

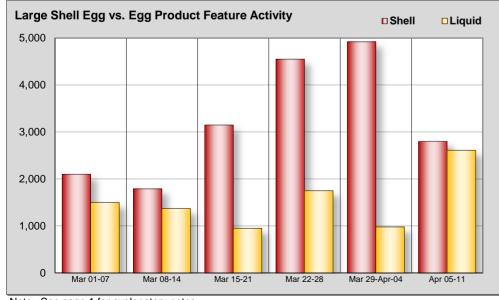
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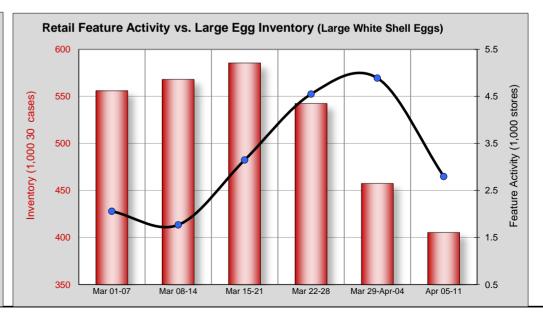
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/05 thru 04/11.

(prices in dollars per carto	n)
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	12.0%	3.8%	5.2%	16.6% of 4,6	6% of 4,600 sampled		19.2% of 6,100 sampled		4.3% of 4,200 sampled		4.5% of 4,200 sampled		8.8% of 2,900 sampled		17.6% of 1,200 sampled	
2/ Activity Index	2,610	980	1,880	Activity In	dex = 710	Activity Inc	dex = 1,170	Activity Index = 170		Activity Index = 80		Activity Index = 260		Activity Index = 220		
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	1,600 2.04	850 2.31	1,750 2.49	1.69 - 3.99	310 2.95	1.66 - 2.69	1,110 1.71	2.29 - 2.50	70 2.47	1.99 - 2.50	80 2.42	2.69	10 2.69	2.50	20 2.50	
32 oz. crtn	990 4.38	110 5.68	130 5.68	2.49 - 4.99	380 4.22	4.49	60 4.49	4.40 - 4.49	100 4.41			4.49	250 4.49	4.49	200 4.49	
3 - 4 oz. cup	20 2.38	20 2.25		2.38	20 2.38											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.